© Philip Morris Inc. 1987

PLAYERS LIGHTS 25's

5 extra per pack!

What a catch!

25 for the price of 20.

Kings & 100's
Regular and Menthol

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

2061191155

Source: https://www.industrydocuments.ucsf.edu/docs/kzjn0003